

## INTERNATIONAL MARKETING

<b>Levels:</b>	Grades 10-12
<b>Units of Credit:</b>	1 Semester (.5)
<b>CIP Code:</b>	08.7999
<b>Prerequisites:</b>	None

### COURSE DESCRIPTION

The International Marketing course is an introductory course that teaches the concepts of entry-level marketing/business functions in an international marketing environment. The following skill standards will prepare the students in International Marketing: marketing and business fundamentals, selling, financing, product/service planning, information management, buying, distribution, pricing, promotion, risk management, economics, communications, marketing math and marketing operations. Students taking marketing classes should have the opportunity to participate in the DECA organization (student marketing leadership association). DECA related activities and curriculum can be used as approved part of all marketing classes.

**STANDARD 08.7999-01**    **Students will understand the impact of economics, cultural, and political environments of global business.**

#### OBJECTIVES

- 08.7999-0101    Explain how domestic business differs from international business.
- Distinguish between domestic business and international business.
  - Explain the reasons why international business is important.
  - Explain how historic factors influence current business activities and trade relations.
- 08.7999-0102    Describe Basic International Business Activities
- Explain the components of the international marketing environment.
  - List examples of exports and imports.
  - Explain the purpose of trade barriers.
  - Identify differences in doing business in other countries.
- 08.7999-0103    Explain the Economic Concept of Scarcity.
- Identify ways different countries cope with the basic economic problem of scarcity.
  - Explain the steps of the decision making process.
  - Explain opportunity costs.
  - Explain the benefits/values relationships involved in making opportunity cost decisions.
- 08.7999-0104    Describe how a culture reflects a way of life adopted by a group.
- Explain how culture sets the boundaries of behavior.
  - Identify observable and hidden components in a culture.
  - Explain how every culture has multiple subcultures.
  - Explain the family influence on culture.
  - Identify other influences that shape a culture
  - Describe the role of language in business transactions.
- 08.7999-0105    Explain the ways government influences business.
- Explain the purpose of a political system.
  - Identify the benefits and concerns facing a multi-national company.
  - Describe laws that are created to protect workers and consumers.
  - Describe the techniques governments use to encourage global business activities.

**STANDARD**     **Students will understand marketing/business concepts.**  
08.7999-02

**OBJECTIVES**

- 08.7999-0201 Explain the different forms of business organization.
- Explain how to begin a sole proprietorship.
  - Identify the main characteristics of a corporation.
  - Describe attributes of a multinational company.
  - Explain the differences between direct and indirect exporting.
  - Identify the methods for getting involved in international business.
- 08.7999-0202 Explain how importing creates business opportunities.
- Explain the process of becoming an importer.
  - Describe details involved to find and purchase products in demand.
  - Explain the exporting process and the barriers involved.
  - Describe balance of payments with balance of trade.
  - Identify products that are considered pure competition.
- 08.7999-0203 Explain the role of foreign exchange and international finance
- Describe the process used in international business transactions.
  - Identify the factors that affect the value of a country's currency.
  - Explain how currency is affected by supply and demand.
  - Explain the duties of the International Monetary Fund.
  - Describe the main types of international business transactions.
- 08.7999-0204 Explain how legal systems affect international business.
- Describe the characteristics of civil and common law.
  - Explain the term liability.
  - Identify differences in property rights internationally.
  - Explain trademarks used as protective means for creative works.
  - Identify each component of a valid contract.
  - Describe the function of the International Court of Justice.
- 08.7999-0205 Describe the differing roles of managers in international organizations.
- Explain the characteristics of a manager.
  - Describe the four aspects of the managerial process.
  - Identify managerial ways to motivate, lead, and control.
  - Explain the organization of most businesses.
  - Describe the differences of domestic and exporting companies.
- 08.7999-0206 Identify differences in global human resource management.
- Explain why unskilled host-country workers fill positions.
  - Describe the four human resources management approaches.
  - Identify how international companies recruit employees.
  - Explain the personal characteristics that interest employers.
  - Describe what causes employee failures.
  - Identify ways to motivate employees.
- 08.7999-0207 Describe career development opportunities in international marketing.
- Explain ways to plan for personal career development.
  - Identify the five factors that affect career choice.
  - Explain how industry trends can affect career choices.
  - Identify the seven important elements to a resume'.
  - Explain preparation needed for a successful interview.
- 08.7999-0208 Explain marketing information management in global business.
- Describe the contrast in domestic and international business environment.
  - Explain what an icon are meaningful across cultures.
  - Identify challenges to global information systems.
  - Explain the pros and cons of primary and secondary data and the trade-offs.

**STANDARD**     **Students will understand marketing in a global economy & financial management.**  
08.7999-03

**OBJECTIVES**

- 08.7999-0301     Explain differences between international and domestic marketing activities.
- Describe the difference between consumer and organizational markets.
  - Explain how communication and technology creates marketing opportunities.
  - Identify the phases of the marketing process.
  - Identify the four components of the marketing mix.
  - Explain the seven sections of a marketing plan.
  - Describe the four factors of the marketing environment.
  - Explain how psychographics affect purchasing choices.
- 08.7999-0302     Describe the process for satisfying customer needs.
- Identify types of consumer products.
  - Describe services used daily by individuals and businesses.
  - Explain the new product development process.
  - Explain how new product ideas are researched and marketed.
  - Explain the purpose of a test market.
  - Identify various global and generic brands used by companies.
- 08.7999-0303     Identify the factors that influence the price of an item.
- Describe the factors that influence the amount of cost of an item.
  - Identify the steps used to calculate the markup of an item.
  - Explain the difference between direct and indirect distribution channels.
  - Describe the five functions of a wholesaler.
  - Identify types of retailers.
  - Explain the services provided by global business intermediaries.
  - Identify the qualifying elements need to adequately package a product.
- 08.7999-0304     Describe ways that people and companies communicate ideas to others.
- Explain the communication process and how it varies culturally.
  - Identify the main promotional activities.
  - Describe the advertising planning process.
  - Describe the steps of the personal selling process.
- 08.7999-0305     Describe the risks and risk management strategies in international businesses.
- Identify social risks that arise from cultural differences.
  - Explain how economic conditions can affect international businesses.
  - Explain the steps of the risk management process.
  - Identify the five elements of insurable risks.
  - Describe three main risks covered by Overseas Private Investment Corporation.
  - Identify common methods used by global companies to reduce their risk.

**PERFORMANCE OBJECTIVES**

- PO-01     Demonstrate examples of communication challenges.  
PO-02     Locate and collect secondary data.  
PO-03     Prepare an analysis of an international business situation.  
PO-04     Calculate foreign exchange rates.  
PO-05     Outline marketing mix strategies for a proposed exchange.  
PO-06     Create a personal data sheet and application letter in a foreign language.  
PO-07     Prepare a business venture proposal.

**REFERENCE MATERIAL**

*International Business, 2<sup>nd</sup> Edition*, by Les R. Dlabay and James Calvert Scott. South-Western Educational Publishing. ISBN: 0-538-69860-8

**INTERNATIONAL MARKETING  
PERFORMANCE OBJECTIVE EVALUATION**

Student's Name \_\_\_\_\_

**PO-01 Demonstrate examples of communication challenges.**

	YES	NO
What are most common barriers?		
Distinguish between context cultures.		
Describe nonverbal communications.		
Identify influences of the five global trends.		

Passed \_\_\_\_\_

Unacceptable \_\_\_\_\_

**PO-02 Locate and collect secondary data.**

	YES	NO
Describe country proposed for trade.		
Identify existing trade barriers.		
Identify sources of information.		

Passed \_\_\_\_\_

Unacceptable \_\_\_\_\_

**PO-03 Prepare an analysis of an international business situation.**

	YES	NO
Economic, political and legal analysis.		
Trade area and cultural analysis.		

Passed \_\_\_\_\_

Unacceptable \_\_\_\_\_

**PO-04 Calculate foreign exchange rates.**

	YES	NO
Internet three different exchange rates.		
Convert three purchases from dollars to...		
Convert three purchases abroad to U.S. equiv.		

Passed \_\_\_\_\_

Unacceptable \_\_\_\_\_

**PO-05 Outline marketing mix strategies for a proposed exchange.**

	YES	NO
Proposed organization.		
Proposed product/service.		
Proposed strategies.		

Passed \_\_\_\_\_

Unacceptable \_\_\_\_\_

**PO-06 Create a personal data sheet and application letter in a foreign language.**

	YES	NO
Create approved data sheet – translated.		
Write appropriate cover letter – translated.		
Proof for both language and culture.		

Passed \_\_\_\_\_

Unacceptable \_\_\_\_\_

**PO-07 Prepare a business venture proposal.**

	YES	NO
Prepare a formal venture proposal.		
Evaluate using DECA guidelines.		

Passed \_\_\_\_\_

Unacceptable \_\_\_\_\_

**Possible Points****SECTION 1 – SUMMARY MEMORANDUM**

One-page description of the project.....10	5	3	1
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**SECTION 2 – INTRODUCTION**

Description of the country, rationale for selecting the country, identification of existing trade barriers, sources of information.....10	5	3	1
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**SECTION 3 – ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION**

A. Economic & Political Analysis			
1. Description of the country's Economic system.....10	5-4	3	1
2. Description of the country's Governmental structure.....5	4-3	2	1
B. Trade area and cultural analysis			
1. Geographic and demographic Information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages.....10	5-4	3-2	1

**SECTION 4 – PLANNED OPERATION OF THE PROPOSED BUSINESS**

A. Proposed product to export			
1. Details of the product.....5	3	2	1
2. How the product will be transported to/from the home country: document.....5	3	2	1
B. Proposed Strategies			
1. Proposed pricing strategies.....5	3	2	1
2. Proposed promotional program.....5	3	2	1

**SECTION 5 – PROFESSIONAL SECTION**

A. Letter of intent & Resumes.....25	15	5	1
B. Presentation.....10	5	3	1

**TOTAL POINTS** \_\_\_\_\_